

# American New Movers Plus +



**230,000 Weekly New Movers**  
**Base Price \$95.00 Per Thousand**

Includes Name, Address, City, State, Zip, Phone

**Minimum Order: \$200.00**

Every week nearly 300,000 people will move to new residences. New Movers are looking to establish new relationships and find new places to shop for all of the services they'll need in their new neighborhood. It is estimated that new movers will spend over \$7,000 in the first three months after their move.

CAS brings you the industry's Most Comprehensive New Mover Mailing List. Compiled from more UNIQUE sources than any other new mover file on the market, American New Movers Plus offers more records, greater accuracy, and better coverage than other new mover files.

### Three Primary Sources:

- Source 1 Nationwide New Connect / Utility Data
- Source 2 An Additional Nationwide New Connect / Utility Database
- Source 3 Magazine Subscriber Address Updates

The backbone of the file is built using 2 DIFFERENT SOURCES of utility hook-ups or "New Connects". In addition to the New Connects, CAS has an exclusive license to use the New Moving activity from over 60,000,000 ACTIVE Magazine Subscribers. Finally, the file is enhanced with deed transaction data, national change of address, and other reliable sources.

### Available Selections

Estimated Age	\$5.00/M	Presence of Children	\$10.00/M
Estimated Income	\$5.00/M	Premium Ethnic Code	\$15.00/M
Gender	\$5.00/M	Religion Code	\$15.00/M
Marital Status	\$5.00/M	Language Preference	\$15.00/M
Dwelling Type	\$5.00/M	Previous State	\$15.00/M
Median Home Value	\$5.00/M	Change in Home Value	\$25.00/M
Move From	N/C	Phone	N/C

### Available Output Formats:

Cheshire Labels*(4-up)	\$ 1.75/M	Manuscript* . . . . .	\$ 8.50/M
PS Labels* . . . . .	\$12.00/M	4x6 Cards . . . . .	\$25.00/M

*\*Subject to Print Output Minimum . . . \$55 per job*

### Output Media:

Email . . . . .	\$25.00Min	CD-ROM . . . . .	\$40.00
FTP . . . . .	\$25.00Min	Diskette . . . . .	\$25.00
Cartridge . . . . .	\$25.00		

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Phone (402) 964-9998 • 800-482-7705 • Fax (402) 963-2103 • email:sales@cas-online.com • www.cas-online.com  
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